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4 Simple Steps To Search Engine Optimization

By Lee Weaver

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What is search engine optimization? Well, just what it sounds like, it's the process of optimizing your website for search engines. There are thousands of companies out there that "specialize" in SEO. For a fee (usually a LOT) they will optimize your website for you. If you're paying one of these companies, you're throwing away money! Don't believe me? Go to your favorite search engine and search for "firefighter". Why firefighter? Because that is the one keyword that we feel is most important to this website, American-Firefighter.com Go ahead, search. Here, we'll make it easy for you:

Click here to search Google for "firefighter".
Click here to search Yahoo for "firefighter".
Click here to search MSN for "firefighter".
Click here to search Lycos for "firefighter".
Click here to search HotBot for "firefighter".

(we'd link to Overture, but you'd have to scroll through 30 something "sponsored listings" before you get anywhere!)

What do you think of our search rankings? We think they're pretty good. How much did we pay to get these listings? NOTHING! Wondering how we do it? The SEO companies don't want you to know, but it's SO SIMPLE we just have to tell you!

STEP 1: CHOOSE your keyword(s)

Seems obvious, but a lot of people seem to overlook this. Choose keywords that are most relevant to your website. If your website is a content site, target keywords that relate to your targeted audience. This website targets firefighters, so firefighter was a logical keyword to target. If your target visitors are bus drivers, then bus driver would be a good keyword? Get it? If your site is commercial in nature, then your keywords should match what you are selling. If you sell toothpaste, toothpaste would be a good keyword. You don't need an SEO company to tell you this.

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STEP 2: USE your keyword(s)

Our keyword is firefighter, and the word firefighter is used many times on virtually every page of this website (even this one!). If your keywords are bus drivers, and bus drivers is nowhere to be seen on your website, something is wrong. If you sell toothpaste and the word toothpaste doesn't appear on your website, something is wrong. Again, you don't need an SEO company to tell you this.

STEP 3: Get Linked

This part is different depending on if you have a content site or a commercial site. For content sites you want to find similar websites. Websites that target the same people that you do. Don't think of them as competition, think of them as partners...link partners. Arrange link exchanges with these websites.

Place a link to them, and in return ask them to place a link to your site. Most search engines use spiders to crawl the web, so the more similar sites they find that link to yours, the better.

For commercial websites link exchanges aren't always the best idea. Any other websites targeting the same visitors, ARE your competition. You don't really want to send your visitors to your competition. One idea is to arrange link exchanges with content sites. We have links to many commercial websites on American-Firefighter.com that we have posted in exchange for those sites placing links to our site. The second option is to advertise. Find large scale content websites to advertise with. This part can be a little tricky. Many content websites are so saturated with advertisements, and their prices are so high it hardly seems worth it. If you can't find a good content site to advertise on, we recommend Google AdWords: <http://adwords.google.com> Not only will your ad be shown on the biggest and best search engine on the web, but you can also have your ad shown on thousands of AdSense publisher websites, content websites that show contextual text ads served up by Google.

STEP 4: Don't Cheat!

Using doorway pages, hidden links, dynamically generated pages full of garbage, or any other sneaky tactic won't help, in fact it will usually hurt your websites success. Many search engines will ban your website if they find such tactics, and when a visitor sees such tactics, they will lose all faith in your website. A website with no visitors isn't much of a website.

Believe it or not, that's it! We have followed these four steps and have great search engine rankings on nearly every major search engine...and we didn't pay thousands of dollars to get there!

<http://www.american-firefighter.com>

Lee Weaver is a volunteer firefighter/emt and builds firefighter interest websites in his spare time.

How Can Seo Help My Website?

By Dana Bradley

4 Simple Steps To Search Engine Optimization

SEO or search engine optimization is very useful for any website. Search engine optimization basically directs search engines to your website whenever a key word is typed. So if your web site is search engine optimized, whenever a user types in the keyword "cat," your website will be displayed on the search list if you are a cat lover's web site.

If you are a marketing firm trying to sell different kinds of products, then you may want to use search engine optimization to your advantage. If you are selling carpets for instance, you would definitely want the users to see your site when they search for carpets on the internet. Your sales will dramatically increase if you properly optimize your site for search engines.

If you are a charitable institution that is looking for donors to your cause, then you may want to use search engine optimization to increase everyone's awareness of what you are trying to do in the world. Let us say you are trying to save the dolphins in your area from extinction. If you would like to raise funds for dolphin protection in your area, you must use search engine optimization to reach users who type in "dolphins" in their search engines. Not only will you reach these people and let them know of your cause, they will also probably be donors and helping hands to what you are trying to do in this world.

Let us say you are an internet dating site. You charge members \$2 a month to be listed on your dating list. If you would like to increase the number of users in your website, then you should use search engine optimization. Whenever someone is looking for a date through the internet, all you have to do is to be key word sensitive to the word dating on search engines. Whenever someone types the word "date" or "dating," your site will automatically appear on top of the list. Watch web traffic increase in your site and watch your online sales soar to new heights.

If you are someone who simply wants to become popular, then you could use search engine optimization to your advantage. Whenever someone types in your name on a search engine, your website will appear. You can put all of your crazy stuff there or whatever substance that makes yourself popular. You can upload videos to your website showing off your soccer skills. Maybe you might want to upload some poems on your website if you are a writer that wants to be heard.

SEO or search engine optimization is definitely an advantage to anyone who uses the World Wide Web on a regular basis.

Dana Bradley writes about

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and



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